

FOUR CORNERS OUTDOOR ADVERTISING COMPANY

5525 East Lincoln Drive, No. 108  
Scottsdale, Arizona 85253  
(602) 998-4040

November 5, 1982

Mr. Michael F. Montgomery, Sales Representative  
Phillip Morris, Inc.  
923 North Jefferson  
Farmington, New Mexico 87401

RE: Outdoor Advertising                      Market: Durango, Colorado  
     1. Painted Bulletins                    Products: Marlboro, Marlboro Light  
     2. Poster Panels                        Advertising Budget: 1983

Dear Mr. Montgomery:

Confirming our conversation of a moment ago, we are introducing an exciting new "four-color" medium for advertisers in the Durango market . . . "rotating" Painted Bulletins and Poster Panels. This will be the most modern Outdoor Advertising facility in the country and will be fully operational by December of this year.

Painted Bulletins (illuminated): As was mentioned, there will be a limited number of Bulletin locations available. All of the structures will be located on legally zoned and approved primary arterials. We will hand-paint (as appropriate) your copy on these Bulletins in a studio in New Mexico and then truck them to Durango for installation on location. The Bulletin will be rotated every sixty (60) days to another location in an effort to provide the advertiser with maximum market coverage.

The cost per Bulletin (including painting and rotation) is Eight Hundred Fifty Dollars (\$850) per month on a twelve (12) month, noncancelable contract. Note: You might consider one (1) Bulletin and devote six (6) months each to Marlboro and Marlboro Light.

Poster Panels (illuminated): This medium will also be in limited supply. As you know, we "post" your paper on our locations. As an additional service, we will rotate each Poster to a new location every sixty (60) days.

A minimum-sized #50 Poster showing, consisting of four (4) illuminated Poster Panels, will cost One Thousand Dollars (\$1,000) per month (\$250 per Poster Panel) on a twelve (12) month, noncancelable contract.

Mr. Montgomery, I do appreciate your courtesy this morning and would like to help you in every way possible. If you, perchance, have any indication as to your "space needs" (Bulletins and/or Posters), just phone me and we can reserve same. Both are "limited available" media and I would be most anxious to have Marlboro and Marlboro Light as one of our first advertisers.

Kindest regards,

*Bob*

Robert E. McGinley

Temporary phone: (303) 247-5393, ext. 133

✓ cc: Mr. Greg Dowell, Division Manager

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